

**2012 SANTA CLARA ART & WINE FESTIVAL
SPONSOR APPLICATION**



Packages are available until August 10, 2012.

Today's Date: _____

1. CONTACT INFORMATION

Company Name _____

Contact at Event _____

Street Address _____

City, State, Zip _____

Phone-office _____

Phone-cell _____

Email _____

2. Please indicate the sponsorship package you would like to purchase.

ITEM	Please check one	Pricing
Kids Kingdom		\$850
Bronze		\$1,000
Gold		\$3,000
Platinum		\$5,000
Title		\$20,000
Would you like to reserve?		
One booth structure*		\$120
One banquet table	1	\$0
Two folding chairs	2	\$0
Total amount due:		

☐ Festival fees are enclosed

☐ Please charge my credit card

☐ Please send me an invoice

I hereby authorize the use of my ☐ Master Card ☐ Visa ☐ Discover ☐ AMEX

Print name as it appears on the card: _____ ZIP Code: _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Payment may be made in the form of cash, check, or credit card. Checks are payable to the "City of Santa Clara". A sponsor's request to participate in the Festival is considered tentative until payment is received.

*Booth structures consist of a 10'x10' steel frame, a top, three half sides, a full back, and a ledge that can be used as a counter.

Please read and complete **all pages** of this application. Return to:
1303 Fremont Street, Santa Clara, CA 95050
408/246-0176 FAX or porr@santaclaraca.gov

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3. Please describe what will be promoted/sampled at your booth: _____

4. Please list any special set up needs or requests: _____

5. Electricity is not readily available in a park. Requests for electricity impact booth placement. Please indicate if electricity would be helpful to you:
- A. Electricity would be helpful to me. Please contact me to discuss it _____
 - B. Please list separately each piece of electrical equipment you would like to bring:
1. _____ 2. _____
 - C. Aggregate amperage of electricity requested _____.

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PARTICIPATION

Applications are considered on a first-come, first served basis. Applications may be submitted by mail, FAX, or email to the address listed on the front page of this application. A limited number of sponsorships are available. A limited number of sponsors from the same industry are accepted into the Festival. Once a level of sponsorship has reached capacity or an industry has been filled, applicants are placed on a waiting list in the order in which their application was received. The Santa Clara Art and Wine Festival reserves the right to deny participation to any applicant. Participation in previous festivals does not guarantee acceptance in current or future events.

PAYMENT

Payment establishes a sponsor's participation in the Festival. Payment may be made in the form of cash, check, or credit card. Checks are payable to the "City of Santa Clara". Please request an invoice if you require one. A sponsor's request to participate in the Festival is considered tentative until payment is confirmed.

BOOTH

Sponsorship fees include a 10' x 10' space, one banquet table and two chairs. A booth structure may be rented from the Festival or sponsors may bring their own. Booth structures provided by the Festival consist of a 10'x10' steel frame, a top, three half sides, a full back, and a narrow ledge that can be used as a counter. The Festival is held outdoors in Central Park; booths are not guaranteed to be located on level surfaces. Please be prepared to accommodate uneven and sloped ground as well as different types of surfaces such as grass, dirt, asphalt, or concrete. Participation in previous festivals does not guarantee same booth placement in this year's festival.

ELECTRICITY/GENERATORS

Electricity is not readily available in the park. Requests for electricity will be considered on a first-come, first-served basis. Please provide the aggregate wattage of electricity requested. Prior written approval is required for a sponsor to bring in a generator; the type of generator used and the placement of such is determined by the Festival. Sponsors are responsible for all costs and equipment associated with providing a generator.

SET UP and TAKE DOWN

Sponsors may set up their booths on Friday afternoon or Saturday morning. Private vehicles are not allowed in the park at any time. All materials must be hand carried to their booth. Handcarts are not available from the Festival. Booths are to be staffed and operational from 10:00am-5:00pm both Saturday and Sunday. Overnight security is provided inside Central Park on Friday and Saturday. Items left in the park are the responsibility of the sponsor. The Santa Clara Art and Wine Festival is not responsible for items that are lost or stolen.

SAMPLING and PROMOTIONAL OPPORTUNITIES

Sampling and promotional opportunities are to be made within the confines of your physical booth structure. It is not permissible to promote, distribute, or sample products/literature in any other area of the Festival. Tables, chairs, and displays must be set up inside your booth; banners, signs, balloons, etc. must be affixed to your booth. It is not permissible to distribute any type of consumable samples (food and drink) at the Festival.

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SUBLEASING YOUR BOOTH or TRANSFERRING PARTICIPATION

Only the company listed on the application may participate in the Festival. Franchises must apply to participate separately. It is not permissible to display, promote, or distribute products or literature for any company, organization, or individual other than the one listed on the application. It is not permissible for a sponsor to sell, trade, transfer, share, or give away the opportunity to participate in the Festival.

EXCLUSIVITY

It is probable that companies offering similar products or services will participate in the event. Their booths may be located near or next to one another. Exclusivity is not offered and should not be expected.

PETS

Please do not bring pets to the Festival.

QUESTIONS

Please contact Phil Orr at 408/615-3171 or porr@santaclaraca.gov.

I, and those representing my company, will abide by the above participation guidelines.

Assumption of Risk and Liability Agreement

In CONSIDERATION of the acceptance of the application for entry into the activities listed on the application form above this agreement, I hereby WAIVE, RELEASE, and DISCHARGE, any and all claims for the damages for death, personal injury, or property damage which I may have, or which may hereafter accrue to me as a result of my participation in the said activities. This release is intended to discharge in advance the City of Santa Clara, City Council, its officers, agents, and employees, the Santa Clara Unified School District and the School Board, its officers, agents and employees from and against any and all liability arising out of or connected with my participation in the said classes or activities, even though that liability may arise out of NEGLIGENCE or CARELESSNESS, on the part of the persons or entities mentioned above.

I HAVE READ THE DESCRIPTION OF THE ACTIVITY FOR WHICH I HAVE APPLIED, AND I AM AWARE THAT THESE ACTIVITIES SUBJECT ME TO PHYSICAL RISKS AND DANGERS. NEVERTHELESS, I VOLUNTARILY AGREE TO ASSUME ANY AND ALL RISKS OF INJURY OR DEATH, AND TO RELEASE, DISCHARGE, AND HOLD HARMLESS ALL OF THE ENTITIES OR PERSONS MENTIONED ABOVE WHO, THROUGH NEGLIGENCE OR CARELESSNESS, MIGHT OTHERWISE BE LIABLE TO ME, OR MY HEIRS, PERSONAL REPRESENTATIVES, NEXT OF KIN, SPOUSE OR ASSIGNS.

It is understood and agreed that this waiver, release, and assumption of risk is to be binding on my HEIRS, PERSONAL REPRESENTATIVES, NEXT OF KIN, SPOUSE and ASSIGNS. I have carefully READ this Agreement and fully UNDERSTAND its content.

Signature

Date

Printed Name

Company name

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